

CHEMIST & DRUGGIST

The newswweekly for pharmacy

August 2, 1986

a Benn publication

ABPI split on
OPD pack sizes
and timing

Guild ballot —
96pc reject
latest offer
by management

Mintel shows
pharmacists get
public's backing
for OTC role

PSGB hints on
personal control
in 'Green
Paper' response

Pharmacy under-
used' says WHO

CRM still has
15,000 licences
of right to
review

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COMMENT



It is always interesting to observe members of a trade or profession balancing their *raison d'être* against the needs of their customers or clients, the more so when remuneration and not mere philanthropy is involved. Pharmacy is a case in point and, for many pharmacists, other healthcare professionals or even consumers, may have engaged in that pursuit too self-consciously and for too long.

Doctors, on the other hand, are careful to keep such antics out of sight and better able to camouflage their need for pecuniary reward behind the umbrella of "the patient's well-being".

The General Medical Services Committee's submission to the Department of Health on the Government's primary health care discussion document (last week, p144) was a masterpiece of talking about being paid-in-cash-for-professional-services-rendered, without mentioning the word "money". In it the GMSC — the body responsible for negotiating NHS remuneration for GPs — managed to lay down more demarcation lines between community pharmacy and community medicine without talking about money, only about



patient benefit. While a minority of GPs continue to practice privately it will continue to be relatively easy for doctors to divorce service and money. However, if doctors are ever forced to handle money from the patient as a part-payment for an NHS service, it will be more difficult so to do.

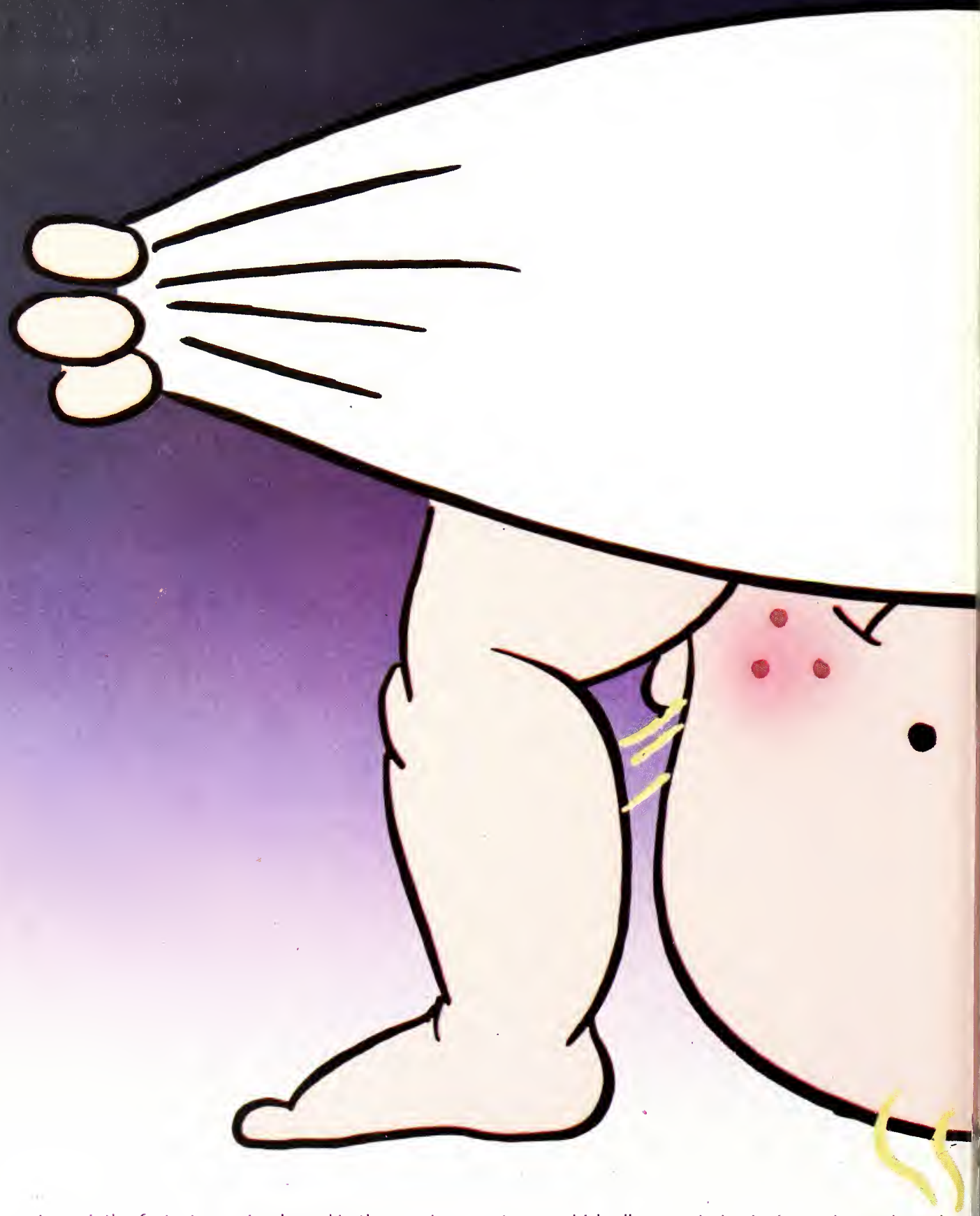
Some dentists, like pharmacists, are now engaged in trade and are selling the odd toothbrush or dental hygiene accessory. Doctors have so far managed to resist the temptation to sell counter medicines, even post-black list. The GMSC purports to see a conflict between patient's interests and the profit motive in its health care scenario. Apparently it wants to distance itself from the health care shops proposed by the Government in its discussion paper, because a conflict of interests could develop if profit-

making non-medical companies were involved. Would it feel the same if profit making medical practices were involved?

Of more concern to pharmacists is the GMSC's attitude on dispensing. The document makes clear that dispensing is the area for future involvement with the patient and profit. The GMSC says that patients should be able to choose to obtain medicines from their GP or from a pharmacist — and all in the name of convenience. It also believes subsidies should not be available for pharmacies deemed "essential" under the new contract if NHS pharmaceutical services are already provided by GPs within 2km. While the GMSC says it still backs Clothier and the Rural Dispensing Committee process, pharmacists should remain on their mettle. Despite Ministerial indications that they have no wish to re-open the rural dispensing "can of worms" successfully closed by Clothier, cost and effectiveness are likely to remain the watchwords of any Government in the foreseeable future. Pharmacists and their negotiators must continue to give ample evidence of their cost-effective patient care to keep the dispensing doctor at bay.



T.V. WILL GIVE THE FASTEST GR



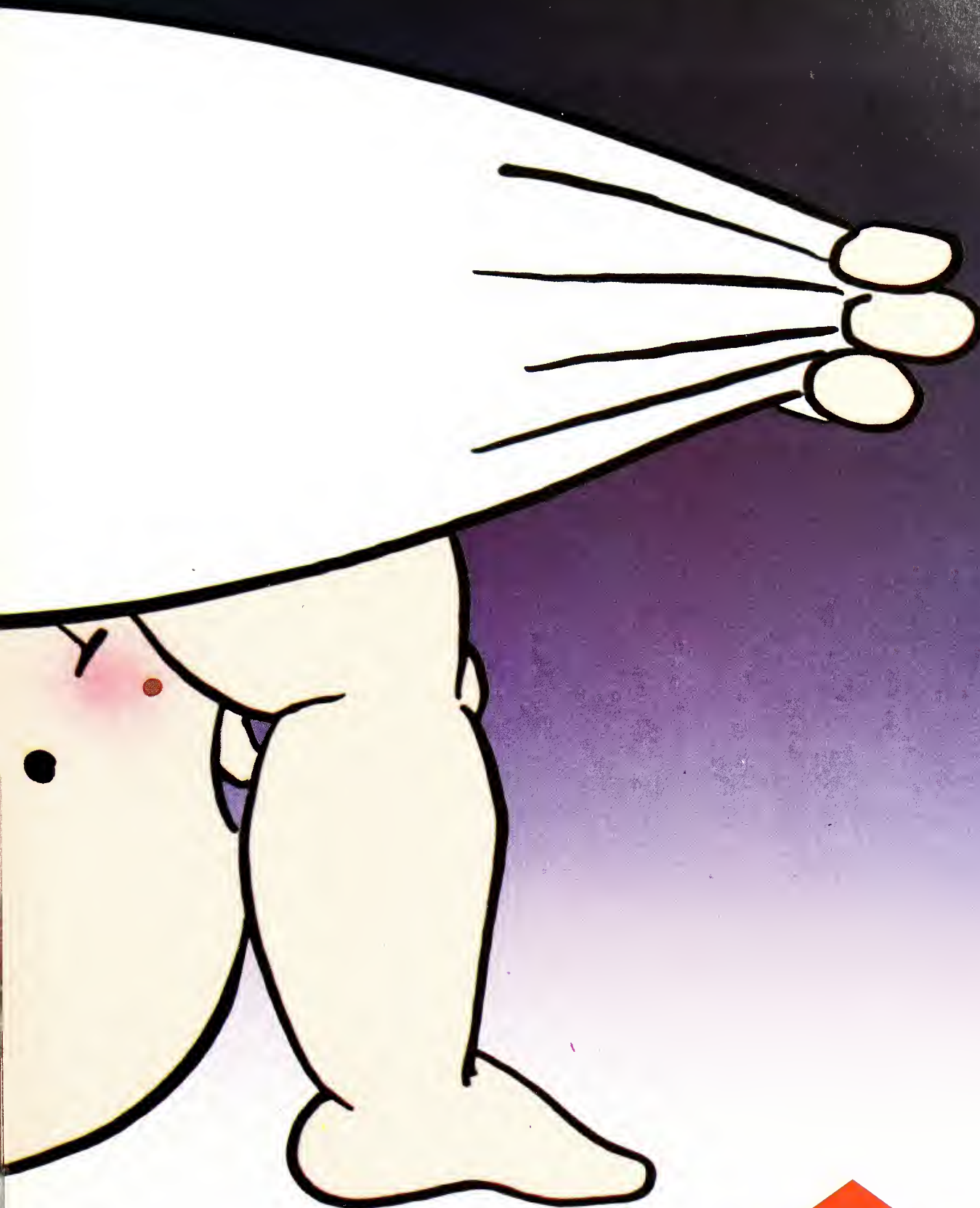
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*Independent Retail Audit April 1986

ABPI split on OPD pack sizes and timing

Chief executives of pharmaceutical companies have decided by a majority vote that they themselves want to determine sizes of original packs. This is a move away from the OPD policy of the Association of the British Pharmaceutical Industry which backs treatment regimes based on a seven-tablet unit.

This move came at a scheduled meeting of ABPI member companies chief executives this week, which went ahead after a special Association meeting called to discuss OPD, was cancelled. Wyeth's Mr N. Appleton first withdrew a motion prepared for the special meeting then replaced it with another which, while expressing support for ABPI policy of introducing OPD, said companies should proceed "at their own pace" and themselves decide whether to supply 28-day or 30-day dosage units.

The 32:25 vote against elements of the ABPI OPD policy document had the support of the smaller companies, *C&D* understands, the minority representing the

larger turnover companies. The companies say OPD progress depends on the availability and cost of equipment.

ABPI spokesman Peter Lumley says the chief executive's decision is not binding on the ABPI Board which is to review the matter and give a progress report to the Association's half-year general meeting in October. Mr Lumley says the ABPI remains committed to the concept of OPD and, despite the reverse, has "a firm expectation that the overwhelming number of NHS scripts will be dispensed in packs corresponding with ABPI OPD guidelines by mid-1988.

Peter Lumley says around 40 per cent of scripts currently dispensed are in OPD but cannot say how many are 28-day packs.

■ The Association of the British Pharmaceutical Industry does not expect now to report to the DHSS the views of member companies on the latest Pharmaceutical Price Regulation Scheme proposal (*C&D*, June 28, p1271) before mid-September.

... and rejects Labour plan

The Association of the British Pharmaceutical Industry has criticised the Labour Party's new policy on pharmaceuticals as being "a collection of poorly worked out proposals that contribute nothing useful to Britain's internationally most successful manufacturing industry".

According to *The Guardian* last week,

a confidential policy document says that Labour plans to take over a major drug company, curb the industry's profits and "restrict the largesse distributed to doctors by drug firms". The document says patients should have the right to know the risks of treatment before it is prescribed, so manufacturers would be obliged by law to include package inserts.

Labour would also introduce a no-fault compensation scheme, financed jointly by the Government and drug companies for patients harmed by side effects, and the limited list would be expanded.

Upjohn object to minoxidil use

Upjohn have taken legal action against private clinics which have been using minoxidil solutions to treat baldness.

The clinics were making extemporaneous solutions from tablets, sometimes without medical supervision. The demand had been stimulated by Press articles and advertising, an Upjohn spokesman told *C&D*.

Three clinics agreed out of court to stop using minoxidil; the company was granted an injunction to prevent another clinic using the drug, and two further clinics agreed to limit its use to patients supervised by a doctor.

Upjohn have applied for a product licence for minoxidil lotion as a treatment for male pattern baldness. Although a licence has not yet been granted, doctors may prescribe it on a named-patient basis. Upjohn would not seek to stop pharmacists supplying extemporaneously-prepared solutions made according to a doctor's prescription.

Guild spurns latest pay proposal

Hospital pharmacists have decisively rejected the latest pay offer from the management side linking the addition of £700 to basic grade salaries with an agreement on emergency duties.

The Guild of Hospital Pharmacists announced the result of its ballot on the offer this week, with 95.9 per cent of respondents voting against the offer. The response rate was 66 per cent.

The result of the ballot was reported to the management side as *C&D* went to press. But the management and staff side meeting planned for July 30 did not go ahead as had been hoped.

The aim of the latest pay offer was to take account of the problems of recruitment and retention of hospital pharmacists, in addition to providing a resolution of the long standing staff side claim for remuneration of emergency duty and on call arrangements.

In an initial reaction to the ballot result, staff side chairman Bob Timson said that it had not come as any surprise, and had totally vindicated the staff side's position adopted at last month's meeting with management.

"The ballot figures speak for themselves," said Mr Timson, DPhO for Central Nottinghamshire and Bassetlaw Health Authorities, and a member of PSGB Council. "They indicate the membership has forcefully backed the staff side on the principle that the two issues of call out and recruitment must be considered separately."

The ball is now firmly back in management side's court, added Mr Timson, to put forward alternative proposals to solve the acute recruitment crisis. "In essence that means very substantial increases in pay of the order proposed by the staff side in its 1986 pay claim."

As far as emergency duties are concerned an adequate additional sum of money is required for those pharmacists, of whatever grade, who are prepared to undertake the work. The offer must be costed on that basis, Mr Timson emphasised, and not on the basis of 100 per cent uptake as the management side had previously argued. It was also vital to get the level of commitment defined.

Mr Timson was "delighted" at the support recently given by the Pharmaceutical Society to hospital pharmacists.

Chemist & Druggist 2 August 1986

PSGB responds to Green Paper

Virtually all the time a pharmacy is open a pharmacist should be present to give advice, the Pharmaceutical Society says in its submission on the Green Paper on primary health care. However, it points out that in view of Council's discussions on the Nuffield Report any comments must be provisional.

Section 70 of the Medicines Act, which requires the sales of medicine in a pharmacy to be under the personal control of a pharmacist, has not been defined in the courts. But, the Society says, it is interpreted to allow a pharmacist absence for short periods of time provided no transactions take place which, by law, can only be performed by or under the supervision of a pharmacist.

It would be an "almost intolerable burden" for a single pharmacist business to provide some of the additional services envisaged in Nuffield if they had to be made available when the pharmacy was closed, the Society says.

The restriction of the retail sale of medicines has important public benefits, and the Society draws attention to the recent withdrawal of paediatric aspirin to illustrate them. Given properly trained support the technical aspects of dispensing "very seldom require the personal involvement of a pharmacist", the Society says. But just where the key points requiring personal intervention are, and whether changes to the supervision requirements are needed, is still under consideration.

Like the General Medical Services Committee, the Society is lukewarm over the idea of "health care shops". Although favouring the establishment of comprehensive health centres, and encouraging pharmacists to practice from them with other members of the primary health care team, it is also important that pharmacies are maintained in the community, the Society says. Different groups operating from health centres must have independence as far as professional responsibility is concerned.

The elderly and those with special needs could benefit from voluntary registration with a particular pharmacy, the Society suggests. Pharmacy-held medication records are of benefit to those on regular medicines and an increasing number of pharmacies have the facility to store them on computer.

Pharmacists are under-utilised in health education and promotion — they



can provide a wide range of advice and services the Society says. It points out that the first leaflet distributed earlier this year through pharmacies by the Family Planning Association, which included a tear-off slip, resulted in over 2,000 requests for further information. This has far exceeded the response from any other FPA leaflet.

Other points put forward by the Society in its response are:

- Minor ailments — pharmacists have an established role in advising the public on the treatment of minor ailments. This should increase with higher prescription charges, the introduction of the limited list and the current publicity on the pharmacist's extended role.
- Domiciliary services — pharmacists should provide a service to patients in residential homes, and to those who are unable to visit pharmacies.
- Pharmacists should be more involved in the training of other health care workers.
- Some pharmacists should specialise in advising GPs on the administration of complex substances (eg cancer treatments and intravenous feeding). A Society working party which has been considering the matter is to report shortly.
- The pharmacist's role in hospital-based drug and therapeutic committees could be extended to the community through local liaison committees with GPs.
- Original pack dispensing should be the norm allowing pharmacists more time to expand their role as proposed by the Nuffield Inquiry.
- The Society welcomes the proposal in the NHS (Amendment) Bill to control NHS contracts. The new NHS contract should provide for payment to pharmacists for their advisory services.
- More medicines should be made available for sale without prescription from pharmacies.
- The Society is opposed to prescription charges and, particularly, to relating charges to the cost or importance of a prescribed medicine.

Contract in Lords

The NHS (Amendment) Bill was getting its final reading in the Lords as *C&D* went to press on Wednesday. Although the Bill may get a rough ride from opposition and cross bench peers, it is likely to get through this read. Much of the opposition to clause 2 of the Bill, relating to the new contract, centred around the appeals system, but this has been allayed by recent moves by Health Minister Barney Hayhoe.

... as Hayhoe defends it

Conservative MP Michael Morris has been grilling Health Minister Barney Hayhoe on the proposed new contract for pharmacists in a series of written questions.

Mr Morris asked about safeguards to prevent a pharmacist who had received compensation after closing down one pharmacy from opening another, benefits for patients and estimated savings.

Mr Hayhoe said the contract had adequate safeguards and he had carefully considered the need for strengthening them. The Pharmaceutical Society and the Pharmaceutical Services Negotiating Committee have assured him that they will play an active role in ensuring the system works as intended. Mr Hayhoe says the benefits to patients will be a reasonable but not excessive supply of pharmacies with NHS contracts, and progress to a better distribution of pharmacies.

He added that the cost of compensation payments would, over a period, be completely offset by recurring savings in the overall cost of pharmaceutical services. Additional savings of £4m from alterations in the way costs are reimbursed would be shared by the Government and the profession.

Pharmacy under-used, says WHO — EEC up-date

Pharmacy has been an "under-used profession" to which little attention has been paid until recently according to the World Health Organisation.

But WHO acknowledges a growing interest in many countries in the services and potential of the profession. Governments have invested a lot of money in the training of pharmacists and now expect an adequate return for their money, WHO representative Dr Lund told the EEC pharmacy group General Assembly meeting in June. In France, Belgium and Denmark supermarket chains are trying to break the pharmacist's monopoly on the supply of medicines. In Greece, however, the Health Minister has introduced a law forbidding supermarkets from selling OTC medicines or vitamins and, in Italy new legislation makes homoeopathic medicines pharmacy only.

Efforts have been made in Germany to reduce the number of samples distributed

to doctors — 100 million in the past year valued at £240m. And pharmacies are opening up at the rate of 260 a year and have an average turnover of £350,000.

In Holland discussions are continuing with Government about fixed dispensing fees, irrespective of the price of a medicine.

Irish pharmacists have been awarded an increased professional fee and a 50 per cent rise in the advance payment to cover higher ingredient costs and to compensate for the introduction of a selected list. A similar list has been brought in in Spain where pharmacists have won a High Court injunction preventing a reduction in the professional fee which would have made a third of the country's 18,000 pharmacies non-viable.

And Austria now has a law preventing a dispensing doctor opening within 6km of a pharmacy, while in Finland modernisation and self-service pharmacy is in vogue with pharmacists retiring at 67.

The Norwegian Government is trying to force the monopoly privately owned pharmacies to reduce medicine costs, and in Sweden the Government has just finished nationalising pharmacies.

Finally the Swiss Pharmaceutical Society is seeking to include references to pharmacy in medicine advertisements.

Judge speeds up Opren claims

A High Court judge last week laid down a timetable to speed up the hearing of claims brought by people who allege their lives were wrecked after taking the now withdrawn arthritis drug, Opren.

Giving judgment in open court after hearing legal arguments in private, Mr Justice Hirst said the court knew about 889 cases either under way or in preparation. The final figure might exceed 1,000.

The claims arise out of the prescribing of the drug, which was withdrawn in 1982. Alleged victims accuse it of leading to premature death, acute skin conditions, eye, liver and kidney damage and hair loss.

The judge said the alleged victims were suing the drug's American makers Eli Lilly & Co, its UK subsidiaries, and the Committee on Safety of Medicines and the DHSS Licensing Authority, which cleared it for use in Britain. He said it would be "unthinkable" that there should be more than one court hearing to decide the "large number of common issues on liability" raised in all the cases.

Although parties had co-operated with

the judge's initiatives to save expense, the "great majority" of claimants were funded by Legal Aid and the expense of "this huge litigation" would fall on the public purse he said. To save money, and time, the judge ordered that the six firms of solicitors acting for the Opren Action Group should select a group of "lead cases" for the single hearing that would establish liability.

Once they were chosen all other cases would be stayed until liability had been established. If the claimants won, all the other cases would be considered on a "compensation only" basis.

The judge said the three year time limit for bringing cases was running out. He ordered all writs to be served by October 1 and urged the Legal Aid authorities to make special arrangements.

He set September 10 as the date for a meeting of all lawyers involved in Opren litigation and March 1, 1987, as the date for the selection of "lead cases".

Miss Kathleen Grasham, chairman of the Action Group, said the judge's ruling would give new hope to some sufferers, who had thought they might not live to see the end of their cases. Miss Grasham, whose mother died after being described the drug, said potential claimants could contact her at her home at 13 Carlton Close, Dereham, Norfolk (tel 0362 67483).

Whitney defends CSM on Reye's

Mr Ray Whitney, Under Secretary for Health, has strongly defended the manner in which the Committee on Safety of Medicines responded to warnings about a possible causal link between aspirin and Reye's syndrome.

The Pharmaceutical Society also gets praise for the clear, well-timed advice it gave to its members underlining the need to clear their shelves of junior aspirin.

Liberal health spokesman Mr Archy Kirkwood initiated a special debate on the issue before the Commons adjourned for the Summer recess. He contrasted the manner in which the possible link between aspirin and Reye's syndrome was the subject of open debate for several years in the US, with the way it was kept "completely in the dark" in the UK. He also asked why the UK authorities waited until the results of the British study were clear before acting.

Mr Whitney explained that the CSM considered the possibility of a causal link between Reye's syndrome and aspirin in 1982 and 1985 but decided that the available evidence did not establish that there was such a link.

Two new pieces of evidence — figures from the US showing that the number of reports of Reye's syndrome had fallen in line with the drop in the use of aspirin, and the preliminary findings of a risk factor study in the UK — had changed the view of the CSM between April 1985 and June 1986.

Mr Whitney stated: "Given this new evidence the Committee concluded that aspirin may be a contributory factor in some cases of Reye's syndrome, and that action should be taken to reduce the use of aspirin in children."

He stressed: "The CSM has to try to get the balance right, between the danger of over-reacting and wrongly condemning a useful drug, and the opposite danger of letting a known hazard continue too long. The Committee is very experienced in performing this balancing act, and I have every confidence in its expertise and judgment."

□ According to *The Sunday Times* (July 27) Mr Kirkwood claimed during the debate that the Government's warning was having little effect, and aspirin products without warning labels were still on sale in pharmacies. Doctors were also continuing to prescribe aspirin for children he said. Mr Kirkwood described Mr Whitney's response as "complacent".

By Xrayser

Backlog for review by CRM

Around 15,000 medicinal products out of a total of 39,035 licences of right granted in 1968, are still waiting to be reviewed by the Committee on the Review of Medicines.

In its 1985 annual report the CRM says that 9,000 of these products must be reviewed by 1990 — the European Community's deadline for the review of all proprietary medicinal products.

The majority (7,500, including over 1,000 herbal products) are GSL or P products used primarily for self-medication — during 1985 the CRM developed a policy for review of such products for minor self-limiting conditions. Formal controlled studies are difficult to conduct and assess for conditions where self-diagnosis and treatment is the usual practice. The CRM has accepted therefore that pharmacological rationale and bibliographical evidence may be sufficient to satisfy the efficacy requirements of a reviewed licence.

□ The Committee on Safety of Medicines received more reports on adverse reactions to medicinal products in 1985 (12,652) than the previous year (12,163). The 1985 annual report of the Medicines Commission, CSM, CRM, Veterinary Products Committee, British Pharmacopoeia Commission, and Committee on Dental and Surgical Materials, HMSO (£2.15).

Top of the CSM 'blacklist'

Adverse reactions to fenbufen, nifedipine, enalapril, piroxicam, and the diphtheria/pertussis/tetanus vaccine have made up the bulk of reports received by the Committee on Safety of Medicines in the last six months.

Deaths were reported in association with fenbufen, piroxicam, and enalapril in this same period, Health Minister Barney Hayhoe told Labour MP Jack Ashley.

Mr Hayhoe added that although these reports had been received between January 1 and June 30 they related to a much longer time-scale. The reports on diphtheria/pertussis/tetanus vaccine referred to those administered both singly and in combination.

Generic jumps

When Evans decided to do a big deal and produced highly competitive prices for their generic range, I have to admit I was not unhappy. In the first place I could order them from my wholesaler as part of my normal buying without having to do one of those exhaustive stock checks which routine generic buying needs. Secondly, the prices were so good I felt that on any swings and roundabouts I couldn't go far wrong. Well, I was wrong!

All the Evans deal did was to throw a mischievous spanner in the works. Far from being competitive I find they are operating a price system which appears to fluctuate wildly. More like a "one off" initially with a rapid return, unheralded, to original prices. Perhaps I was foolish to expect it to continue...

How to squash a leapfrogger

A letter last week from M.L. Rayner of Sheffield, admired my optimism. Yes, "optimism", that's what he wrote, but I don't think that's what he meant. He doesn't believe the new contract will stop leapfrogging. He says that every appeal against his local pharmaceutical committee's refusal to approve a basic practice allowance for newly opened pharmacies has been successful.

The nub of his argument is that the desirability of any proposed new contract is decided without consideration of its effect on existing contractors. I'm afraid this appears to be so. But here we display our usual abysmal lack of confident leadership. In my view it should be a fundamental part of PSNC's job to provide a "protection parcel" to anyone facing direct challenge. But since they haven't, let me lay out what I intend to do if threatened by a proposed opening.

If my mates in the various estate agencies give me the nod that a leapfrogger is about to close a deal on a local property (and they have promised to) I will have a quick meeting with my two nearest competitor-colleagues and ask them each to match my thousand pounds. Then we will contact a local publicity agent I know. He will produce 20,000 direct drop leaflets for immediate distribution to swamp our district, tell people who we are, what we do, and more important, what we have been doing for them and their families over the last 50 years. We will call in the local TV and radio etc to do a programme. And the local rags, two freebies and the regular,

will find it of interest...

We shall make an unashamed appeal for their loyalty and support. And I shall argue my case before the Statutory Committee if necessary, on the grounds that such publicity is wholly ethical and in keeping with the current publicity campaign. I will, undoubtedly, point out to the local community that the interloper, if supported, will bring about the loss to them of the two nearer pharmacies whose owners are well respected contributors to local life. This *before* the lease is signed if possible. Publicity which awakens public awareness is our greatest weapon. And we should use it!

'Pirate-on'

Another letter last week referring to the surreptitious "hike" in the price of the repackaged Piriton came through the letter box at the same time as our new stock came through the back door. The tone of that letter matched exactly the incredulous response from the first few regular buyers — two of whom refused to buy on principle. I have some sympathy for them. We have had this sort of thing before. I'm disappointed at the total lack of courtesy and foresight in the handling of this change in relation to the pharmacist. If we are to be fair the increase *could* possibly be justified in inflation terms and/or value for money.

Two out of one

Finally in the letters column last week you will have noticed one from Michael Reynolds of Highcliffe who seems to think I haven't suffered a profit loss from the trend towards longer period dispensing. Well, I have! And I am just as interested as he to see how we can maintain a decent income, when we are being paid on a script count fee.

Since the DHSS is currently taking the most active steps to push GPs into writing fewer scripts — leading inevitably to maintenance medication being ordered for longer periods — our negotiators have quite a problem on their hands. It is very much in the hands of the Pharmaceutical Services Negotiating Committee as to how we deal with it. I seem to remember — and I looked up past issues to confirm this — that this Michael Reynolds opened a spare pharmacy next door to his original as a ploy to split the dispensing numbers and so pick up the lost income from the extra basic practice allowance and reduced discount. I would have thought by now we would have had some published results of this most interesting method of beating the Chancellor's financial hammer.

Crookes reveal Winter plans

Crookes, who claim to have moved from 53rd to second place behind Beecham in the IMS league of OTC companies over the past six years, have been revealing some of their Winter marketing plans.

A £1.2m national television campaign running throughout the Winter is planned for Strepsils, and new packaging is being introduced on all variants. A unit holding six of each variant with a header card "Solid medicine for sore throats" is available. An educational poster is being distributed to schools and colleges.

Famel is to be supported by advertising for the first time in five years, with a £100,000 campaign in the national dailies and major women's magazines from October until March 1987.

October will also see the start of a six month £800,000 television campaign for Karvol and a Karvol playbus, run under the auspices of the National Playbus Association is to tour the country for two years, to be used by playgroups.

National television support for Optrex during this 12 month period amounts to £1.3m, with £850,000 being spent on the current campaign ending in August and £450,000 on a second burst in January 1987. A boilable eye bath is now included in packs and tamper proof closures for lotion and drops are planned for the end of the year. Clearine eye drops get new packs to bring them into the Optrex range.

A £150,000 high frequency press campaign for Anodesyn is running until November in the eight leading daily papers. Half page adverts will also appear in *Parents and Mother* and *My Weekly and Peoples Friend*.

A similar £150,000 Press campaign runs for PR Spray until November.

The Complete Care brand is now worth £1.4m a year at rsp, and will receive a £1m boost in a national television campaign running from October to February 1987. Consumers will have the chance to win a day of VIP treatment in Paris, and linked to this will be a trade competition entitled "The mystery of the golden key". The winning pharmacist will be presented with a Golden Key card entitling him to free accommodation at a range of top UK hotels for one year.

E45 cream is now one of Crookes' biggest brands with sales of over £4m at rsp. Sampling in women's magazines is planned and the product will be detailed to health professionals for the first time this Autumn. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham.*



Nylax in Press

A year-long advertising campaign for Nylax starts on August 16, coinciding with the introduction of a blister pack. A promotional trade price of £4.10 for ten is available from August 4. *Evans Medical Ltd, 318 High Street North, Dunstable.*

Codis makes a change

Codis OTC packs have been reformulated to 400mg aspirin and 8mg codeine in order to conform with DHSS specifications for co-codaprin.

The packaging has been redesigned to give a stronger on-shelf presence, and a new 24 tablet pack (£1.35) replaces the 20s pack. (A 500 tablet pack is available for dispensing against co-codaprin dispensible prescriptions.)

Codis will be supported by a national Press advertising campaign from September to December. *Reckitt & Colman Products Ltd, Pharmaceutical Division, Danson Lane, Kingston-upon-Hull HU8 7DS.*

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Digibind

Manufacturer Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB

Description Each vial contains a sterile, lyophilised, crystalline, off-white powder for reconstitution, comprising 40mg of antigen-binding fragments (F(ab)) derived from specific anti-digoxin antibodies from sheep, approximately 75mg Sorbitol BP and approximately 28mg Sodium Chloride BP. The contents of each vial are dissolved in 4ml of water for injections BP to produce an approximately isosmotic solution with a protein concentration of between 9 and 11mg/ml. This can be further diluted to any convenient volume with Sodium Chloride Intravenous Infusion BP. The final solution should be administered IV over a 20-minute period through a 0.22 micron Millipore filter.

Indications For the reversal of life-threatening manifestations of intoxication by digoxin or digitoxin.

Dosage F(ab) dosage is governed by the body load of digoxin (or digitoxin) to be counteracted. The load can be estimated in two ways; (i) from information on the acutely ingested dose, or (ii) from the plasma or serum concentration in the quasi-steady state, which can be assumed for any period longer than six hours after ingesting a dose. For full details see Data Sheet. For a severe adult case 12-25 vials may be required. *Elderly and children:* no evidence to suggest the treatment presents any special risk and they can be dosed in the same way.

Contraindications etc See Data Sheet
Pharmaceutical precautions Store at 2-8°C and protect from light

Supply restrictions Prescription only.

Available to hospital pharmacies only through Vestric (£87.44 per vial)

Product licence number 0003/0207

BRIEFS

Wyeth Laboratories have added two new generics to their range. Glibenclamide tablets 5mg (100s £2.82), and lormetazepam tablets 0.5mg (30s £1.26, 100s £4.22); and 1mg (30s £1.96, 100s £5.46). *Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks SL6 0PH.*

Amoxycillin injections have been added by Berk to their range of generics in two strengths — 500mg (10amps £7.13) and 250mg (10amp £3.93 basic NHS). *Berk Pharmaceuticals Ltd, St Leonards Road, Eastbourne, Sussex BN21 3YG.*

Physeptone tablets: the 100 tablet pack is being discontinued and replaced with a 50 tablet blister pack containing five strips of ten tablets (£1.51 trade). Any existing orders will automatically be met by the new pack. *The Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB.*

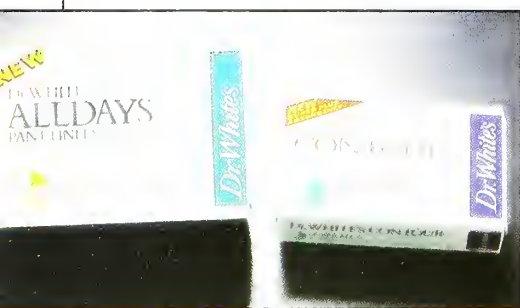
Rite-Diet low protein chocolate flavoured cream wafers have been classified by the ACBS as prescribable for phenylketonuria, similar amino acid abnormalities; renal failure, liver failure and liver cirrhosis. *Welfare Foods (Stockport) Ltd, 63 London Road, Poynton, Stockport, Cheshire SK12 1LA.*

For the very best
in Haircare
Accessories

.... Pick a card !

Lady Jayne

Laughton & Sons Ltd., Warstock Road,
Birmingham B14 4RT



Two more in Dr White's family

Smith & Nephew are introducing a pant liner product into the fastest growing sector of the sanpro market and adding a super plus absorbency to the Dr White's Contour range.

Alldays pant liners are aimed at a broad spectrum of users from consumers in their early teens to those beyond the menopause. Available in packs of 30 they will retail at £0.89. Packaging for the product carries the Dr White's family stripe in aquamarine.

A specific advertisement for Alldays

Baby's own mat

Robinson's baby foods are featuring an on-pack offer for a free "personalised" baby placemat.

Mothers have to send in their baby's name with five proofs of purchase. The following count as one proof of purchase: a pack top from any Robinson's cereal; two tear strips from Robinson's 1 packets or two end flaps from Robinson's baby juices. The offer closes on June 30, 1987.

Robinson's Baby Foods, 121 Gloucester Place, London W1H 3PY.

Sticky savings

During August and September consumers will be offered 25p off the next purchase of Elastoplast economy packs of Airstrip and fabric, and fabric and washproof dressing strips, and 20p off large packs of Airstrip, fabric and clear. *Smith & Nephew Consumer Products Ltd, Alum Rock Road, Saltley, Birmingham B8 3DY.*

Vouch for this

During August Macarthy's "The driving force" competition offers prizes of one £1,000 and ten £100 clothing vouchers. Orders of six mixed cases will entitle customers to enter. Products featured will be:

Aapri; Alberto VOS conditioner and shampoo; Anne French; Beauty From Within; Beecham canned

will feature in the £2m television and Press spend for the Dr White's range currently running. And a sampling campaign via the women's Press will start in the Autumn.

Pant liners as the fastest growing sector of the sanpro market, recorded over 22 per cent volume growth in 1985 on the previous year's figures, according to the latest Smith & Nephew report on the market. (See **Business News**.)

Current consumer usage is menstrual related but the company sees their potential use as being far greater with a particular relevance to everyday personal freshness.

The other addition to the Dr White's range is Contour super-plus tampons. The super-plus absorbency is said to represent 14 per cent of the total market.

The new variant will be available in packs of 10 (£0.55) and 20 (£0.99). The whole of the Contour range will feature new improved rounded ends and this will be flashed on-pack. *Smith & Nephew Consumer Products Ltd, Alum Rock Road, Saltley, Birmingham B8 3DY.*

carbonates; Carefree Panty Shields; Christy facepaks; Coltapaste; Contour Tampons; Deep Fresh; Designer mens' sets; Discover 2; Elastocrepe; Elegant Touch; Gold Spot; Ichthopaste; Immac; Imperial Leather Gold shampoo; Just Hands; Kleenex; Kodak; Listermint; Locitite adhesives; Macleans toothpaste; Martlet products; Mint Cool breath freshener; Nucross dressings; Oraldene; Palmolive; Panty Pads; Recital; Retractor disposable razors; Ronson Sport Plus; Shine conditioner; Slender; SR toothpaste; Sunilk; Sweetex; Tubigrip bandage; Velvet toilet tissue; Vespri press-on towels; Viscopaste; Wild Touch.

Macarthy's Ltd, Chesham House, Chesham Close, Romford, Essex RM1 4JX.

Made easy...

Savlon Liquid features redesigned labels to make the dilution instructions simpler. Instructions for using Savlon for personal and household use on the back of the label are set out in a more easy-to-read form say *Imperial Chemical Industries PLC, Alderley Park, Macclesfield, Cheshire SK10 4TF.*

Mug up on Sweetex

From August 1 consumers will be able to obtain a free Sweetex mug on purchasing two blistercarded packs of Sweetex from chemists.

POS showcards will be available and the promotion will run until the end of the year. *Crookes Products Ltd, 1 Thane Road, Nottingham NG2 3AA.*

Nicholas launch goes East

Nicholas Laboratories are entering the premium priced sector of the bathcare market with the launch of Kinu-Shima.

Kinu Shima, meaning the island of silk, consists of two products — luxury bath oil and foam bath, both containing liquid silk protein.

The bath oil (225ml, £3.49) has been formulated, say Nicholas, so as not to leave a rim round the bath after use and a dye system colours the bathwater the same shade as the bottle. The foam bath (225ml, £2.99) is formulated as a pearlescent liquid.

Both products offer a choice of three variants — jade, coral and lagoon. The bottles are colour-coded and have perfume-style caps embossed with the Japanese symbol for silk, and come in gift cartons.

Nicholas plan strong support for the brand at point-of-sale with a self-merchandising unit resembling a Geisha house, containing 12 bottles. An advertising campaign through the women's Press will start in October. *Nicholas Laboratories Ltd, 225 Bath Road, Slough SL1 4AU.*

Elancyl with money-off



Elancyl beauty massage soap and bath foam will feature a money-off promotion during September and October. Normally priced at £2.25 and £4.50 respectively, for the promotion they will be £1.85 and £3.99 while stocks last. *Eylure Ltd, Grange Industrial Estate, Llanfrehfa Way, Cwmbran, Gwent.*

Lasting protection against acid reflux

NEW
AND ON N.H.S. PRESCRIPTION

- Superior acid neutralising activity to other alginate products¹
- Long lasting alginate/antacid barrier²
- Low-sodium: important, e.g. in hypertensive and elderly patients.

Low-sodium
AlgiconTM

(Magnesium alginate, aluminium hydroxide/
magnesium carbonate co-gel, magnesium
carbonate, potassium bicarbonate)



Rorer Pharmaceuticals
EASTBOURNE
East Sussex

Date of Preparation: May 1986

Alginate barrier with antacid activity

Abbreviated Prescribing Information

Presentation: Suspension: per 5ml dose, Magnesium Alginate 250mg, Aluminium Hydroxide/Magnesium Carbonate Co-gel 140mg, Magnesium Carbonate BP 175mg, Potassium Bicarbonate USP 50mg. Tablets per tablet, Magnesium Alginate 500mg, Aluminium Hydroxide/Magnesium Carbonate Co-gel 360mg, Magnesium Carbonate BP 320mg, Potassium Bicarbonate USP 100mg

Dosage and Administration: Suspension: 10 to 20ml four times a day after meals and at bedtime or as directed by a physician or as needed. Tablets: chew 1 or 2 tablets four times a day after meals and at bedtime or as directed by a physician or as needed.

Uses: For the relief of heartburn associated with gastric reflux, reflux oesophagitis, hiatus hernia and hyperacidity.

Contra-indications, warnings, etc. Not recommended for children under 12 years. The product should not be used in patients who are severely debilitated or suffering from kidney failure, except under the supervision of a doctor. It should not be used in patients who are presently taking an antibiotic drug containing any form of tetracycline. Algicon tablets contain 1.5g sucrose per tablet and are therefore less suitable for diabetic patients than the suspension.

Legal Category: Suspension: P. Tablets: P.

Package Quantities: Suspension: Bottles of 500ml. Tablets: Cartons containing 60 blister-packed tablets.

Product Licence Numbers: Suspension: 0339/0024, Tablets: 0339/0020

Basic N.H.S. Cost per Day: Suspension: 22-44p, Tablets: 17-33p. Cost per day based on minimum and maximum dosage recommendations.

References

1. Acid neutralising performance of alginates. In vitro data on file. Rorer Pharmaceuticals.
2. Ralt formation. In vitro data on file. Rorer Pharmaceuticals.

Please arrange for: **Algicon**
Representative visit for further information
Algicon Tablet sample
Algicon Suspension sample
Freepost: MD/MO South Down House,
Station Road, Petersfield, Hampshire, GU32 3ET
NAME _____
ADDRESS _____

CREAM SILK AND IT'S THE ONLY



WHAT COUNTS IS ITS NUMBERED VARIANTS

THEY'VE CONTRIBUTED TO CREAM SILK'S
STAGGERING GROWTH - 70% IN TWO YEARS!



WHAT COUNTS IS A

STYLISH NEW

TV CAMPAIGN.

"WHICH ONE'S YOUR TYPE?" - WRAPPED
UP IN A NEW AND ARRESTING 30 SEC
TV COMMERCIAL.

BIGGEST BRANDS

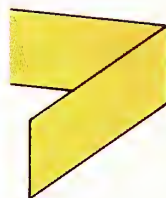
BIGGEST SALES

BIGGEST PROFITS

S NUMBER ONE. BRAND THAT COUNTS.

STYLISH NEW PACKS UNDERLINE
CREAM SILK'S MODERN RANGE.

WHAT COUNTS IS ITS POWERFUL NEW LOOK.



CREAM SILK HAS ALWAYS BEEN THE BIGGEST
AND MOST CONSISTENT SPENDER IN THE
CONDITIONER MARKET. IN THE NEXT YEAR,
WE'LL BE SPENDING £2.5 MILLION TO KEEP
CREAM SILK UP THERE WHERE IT BELONGS.

WHAT COUNTS IS

£2.5 MILLION.

**LOOK AT WHAT COUNTS,
AND THEN TAKE STOCK.**

FROM THE BIGGEST NAME IN TOILETRIES. ELIDA GIBBS





Advent of Avent soother

The latest addition to the Avent baby range from Cannon, is an "orthodontic" safety soother. The teat is made of latex rubber and its polycarbonate safety shield has ventilation holes to help prevent skin irritation.

The soother, which can be cold or hot sterilised, is sold in pairs in a reusable, clear plastic storage box (£1.50), designed to ensure that a clean soother does not come into contact with a used one when carried together.

The soothers come in three pairs of colour combinations for easy identification when used in rotation, in a pre-packed skilnet containing ten pairs which converts into a counter merchandiser. Full colour advertising support is planned in the specialist baby Press later in the year. *Cannon Babysafe Ltd, Lower Road, Glemsford, Suffolk.*

Shampoo streaks ahead

Shampoo sales have been buoyant for the past decade and the future looks secure, but with drugstores and grocery multiples increasing their share, chemists (including Boots) have come under pressure.

The latest Mintel Market Intelligence report gives Boots' market share by value in 1985 as 19 per cent, down 3 per cent from 1983, with independent chemists taking 8 per cent, a loss of 2 per cent. Drugstores including Superdrug raised their share by 3 per cent to 15 per cent, and grocery multiples saw a rise of 3 per cent to 34 per cent, the largest market share. Mintel say the market is worth £120 million at rsp.

Washing more often has led to increased sales of frequent wash shampoos, which now have a 6 per cent market share. Consumers are moving away from medicated shampoos and "magic" ingredients like henna and

jojoba. Most popular are shampoos for normal, greasy and dry hair, in that order. Larger sizes are also doing well, with packs of over 200ml taking 60 per cent of sales.

Mintel Market Intelligence July 1986 (£60, free summary also available) Mintel Publications Ltd, KAE House, 7 Arundel Street, London WC2R 3DR.

Bubbling over

Alyssa Ashley are offering consumers a free bubble bath and shower gel with any purchase from the Musk range. The offer will be advertised in September's *She* and October's *Woman's World*.

Other promotional offers are a 15ml eau de toilette spray in Christmas packaging (£2.95), a 90g spray at £3.75, and a 7ml cologne in festive wrapping (£1.95). *Houbigant Ltd, 41 Balcombe Road, Horley, Surrey.*

High seas hair

Pacific Hair Artists are launching a hair care range, available through Thomas Christy.

The products comprise intensive cleansing bath (170g £2.35), intense conditioner (170g £2.45), mousse (170g £2.45), spray mist (170g £2.35) and extra hold gel (150cc £2.45).

They are currently being advertised in *Ritz* and further advertisements will appear during October and November in *Cosmopolitan*, *Company*, *Options* and *Woman's Journal*. *Thomas Christy Ltd, Christy Estate, North Lane, Aldershot, Hants GU12 4QP.*

Knight line

Polaroid's latest advertisement features Bob Geldof with the copyline "If you can't be spontaneous, forget it." The new advertisement is part of a £600,000 campaign, running as a series of double-page spreads in magazines including *Punch*, the *Sunday Times Magazine*, *You*, *Ideal Homes* and *Homes & Gardens*. First insertions will be in August. *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts.*

Playing footsie

Scholl are to market children's thermal insoles in packaging designed to appeal to mothers and children (£1.49).

In one size, covering children's sizes 6 through to 13, the insole is trimmed using a template provided. *Scholl (UK), 182 St John Street, London.*

Silken styling

Alberto-Culver have added styling mousse (£1.99) and hairspray (£1.65) to their natural silk range.

Like the rest of the brand, they will be pushed as "premium" products and aimed at the 20-24 year old working woman and the 45+ post-family woman.

The products each come in normal and extra hold variants and will be included with the rest of the range including the new bath products in a television advertising campaign beginning mid-October. Exact details have yet to be finalised but the advertising spend is likely to be about £3.4m. *Alberto-Culver Co, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants RG21 2YX.*

Sweetex on TV

Sweetex is being supported by a second television advertising campaign this year, part of a £2m spend from Crookes. *Crookes Products Ltd, 1 Thane Road West, Nottingham NG2 3AA.*

Insignia goes Cosmopolitan

Shulton's Insignia will break new ground later this year with a four page, full colour advertorial in November's *Cosmo Man*.

The feature will introduce readers to the Insignia all-over body programme including the latest addition to the range: pre-electric lotion (£1.95). The company sees the feature as an opportunity to talk about the range to an influential target audience. A £0.75m television campaign will support Insignia in the run-up to



Christmas, further details will follow. *Shulton (Great Britain) Ltd, Shulton House, Alexandra Court, Wokingham, Berks RG11 2SN.*



Bigger meals for baby

Cow and Gate are introducing new sizes and labelling their baby meals to include nutritional information.

As an introduction to weaning foods, the existing Stage One jars will retail as trial sizes in six varieties (£0.24), while Stage One meals and yoghurt desserts will be available in a 110g size (£0.25) and Stage Two meals in a 150g size (£0.27). Labels will carry information about sugar, salt and additives.

The range will be advertised in the women's Press, and sampled via the Bounty weaning pack. Cow & Gate Ltd, Cow and Gate House, Trowbridge, Wilts BA14 8HZ.

Audace-ious push

Elida-Gibbs are to introduce two Audace gift sets, supported by advertising and promotions in the run-up to Christmas.

The 30ml eau de toilette and a talc will retail at £7.20, and a 30ml eau de toilette with fuchsia silk scarf at £7.75. Both are packaged in gold-banded boxes.

The company will be spending £1m on television advertising, and a sample will be cover-mounted to *Woman* in October. They will also be placing consultants in department stores and chemist multiples to give away presentation-boxed handkerchiefs. Elida Gibbs, 43 Portman Square, London.

More Vasogen

The Vasogen range has been extended with two new products — Vasogen baby bath time and Vasogen baby cleanse (both £1.26 for 200ml). The cleanser contains no colour or fragrance, and just a trace of silicone.

Baby bath time also has added colouring, and can be diluted with water to produce a baby shampoo. As with

Vasogen nappy rash cream, Pharmax Healthcare have decided not to make the new products available through supermarkets or grocery outlets. Distributed by Chemist Brokers Ltd, 3 Copsem Lane, Esher, Surrey.

Hair today

Warner-Lambert Health Care have introduced new shades and packaging to their Polytint and Poly Hi-lights ranges.

Polytint has two new shades, lightest brown and medium warm brown, while the new Hi-lights shade is golden. Warner-Lambert Health Care, Mitchell House, Southampton Road, Eastleigh, Hants.

Breakfast Timers on TV

Farley's Breakfast Timers are being supported by a £1m national television and Press advertising campaign.

The television commercial entitled "wake up little snoozy" will run until the end of October on TV-am and ITV. Full-page colour advertisements will feature in magazines such as *Mother*, *Parent*, *Maternity* and *Mothercraft* and *Family Circle*, during August, September and October. Farley Health Products Ltd, Torr Lane, Plymouth.



The following column lists advertisements for chemist merchandise appearing in IPC women's Press during August. The magazines are divided into weeklies (W), monthlies (M) and teenagers (Y).

Elizabeth Arden Chloe	M	Stain Devils	W	M
Ashe Mint Cool	Y	Elida Gibbs Harmony	W	Y
Sherleys	W	Impulse		Y
Sucron	W	Sunsilk		Y
Vitapointe	W	Timotei	M	Y
Bayer Natrena	M	Ethichem Witch Stick		Y
Beecham Fenjal	W	Evans Medical Mycil	W	
Bowater Scott Bodyform	W	Giorgio Parfums		M
Libra	W	Glaxo Zepets	W	
Bronzetan	W	Houbigant Ciao		M
Carter Wallace Linco range	M	Intercare Ex-lax	W	
Nair	Y	International Labs Dermidex	W	
Chanel	Y	Johnson & Johnson Carefree		Y
Chattem Sun-in	Y	K Y Jelly	W	
Chefaro Endocil	M	Estee Lauder		M
Predictor	Y	Lilia White Dr Whites		Y
Chesebrough Pond's Pastale	M	Lil-lets		Y
Clarins	M	Louis Marcel		Y
Combe Lanacane	Y	Max Factor Colorfast		M
Slip-stops	W	L'Oreal Biotherm		M
Vagisil	Y	Elnett		M
Concept Klorane	Y	Parim Drakkar Noir		M
Crookes Hermesetas	M	Phillips petcare		M
Nurofen	W	Reckitt & Colman Disprin		M
Cussons shampoo	W	Junior Disprol	W	
DDD Blisteze	W	Senokot	W	
		Supersoft Set 2		Y
		Revlon Charlie		M
		Nails		M
		Richards & Appleby Buf-puf		M
		Robins Seba Med		Y
		Roc		M
		Seven Seas New Era	W	M
		Stafford Miller Joyrides	W	
		Marie Stopes		Y
		Tampax		Y
		Thomas Christy skin care		M
		Thornton & Ross Zoflora		M
		Uniclife TCP	W	
		Unipath Clearblue		Y
		Vichy anti-wrinkle		M
		Les Nutritives		M
		Wella		M
		Whitehall Labs Anne French		Y
		Immac		Y
		Wigglesworth Opazimes	W	
		Yves Saint Laurent		M



Crookes Nurofen gets bigger

Crookes are introducing a 96 tablet pack of Nurofen at a time when they are claiming brand leadership in the analgesic market in pharmacies, with a 10 per cent share of sales in June. The brand has also "broken even" on its launch costs this year.

The new pack (£4.25, with the same bonus structure as on other pack sizes), comes boxed in a white plastic bottle with a CRC and carries the traditional Nurofen logo. Blister packs were not used because of their bulk. A quarter of all branded analgesic sales are now in pack sizes greater than 48.

A new counter display unit holding all four pack sizes is available, along with

window display kits and show cards.

A national television advertising campaign is planned for the Winter period backed up by Press advertising in women's magazines. The TV spend is £1.7m, the same as last year, with the total package costing £2.5m.

Professional support includes a mailing this month to pharmacists reviewing the latest clinical and safety data, including an in-pharmacy trial conducted by Boots research department. A series of 12 seminars are planned around the country in August — invitations are included in the mailing. Nurofen is now the analgesic brand most frequently recommended by dentists, say Crookes, and the detailing programme through Oral B Laboratories will continue.

School nurses are also being included in the professional support programme. A brochure detailing the benefits of ibuprofen in treating dysmenorrhoea has been prepared, along with a free booklet for schoolgirls (also available to pharmacists). *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.*



Fragrance from outer space?

Smith and Nephew are launching "close encounters", a new fragrance in the Limara body spray range.

Designed to appeal to the 14-18 year old age group, it will be advertised on television and in the women's Press late Summer, with a spend of £500,000. The campaign will include sampling.

During the launch period the whole range will feature 33 per cent extra free packs, and 1,000 tester stands for in-store POS will be available. *Smith and Nephew Consumer Products Ltd, Alum Rock Road, Saltley, Birmingham B8 3DY.*

August savings from Unichem

Unichem's August Passport to Riches promotion runs until the end of the month and features the following products:

Alberto VO5 hairspray; Canderel tablets; Cosifits; Deep Fresh; Elastoplast; Farley's Rusks; Johnson's baby lotion; Night of Ulay; Ponds creams; Savlon liquid and cream; Simplicity press-on towels; Steradent powder, tablets and Deep Clean; Timotei shampoo and conditioner; Ulay cleanser; Wilkinson Sword retractor disposables; ZR aerosol, roll-on and solid; Kodak twinpack stock box.

Profit Power items, August 1-30, available are:

Aapri; All Fresh clean up squares; Arrid aerosols, roll-on and solid; Build Up; Caligif; Clearasil; Clinomyn smokers toothpaste; Complete Care cream; Cussons Pearl toilet soap; Empathy conditioner; Fresh soap; Germolene footspray; Harmony colourant; Hedex; Hermesetas; Irmac; Imperial Leather Gold shampoo; Ingrams; Interdens; Kleenex for men; Super 3 and Travel tissues; Libra press-on towels; Listermint; Macleans toothpaste; Matey, Miss Matey and M8E; Oxy 5, 10 and wash; Palmolive soap; Pears shampoo; Prep Ointment; Quosh real fruit squash; Radox Showerfresh; Rennie; Resolve; Robinsons baby food stage 1, 2 and juices; Simpla sterilising tablets; Simplicity Stowaways and tampons; SR toothpaste; Lilia economy press-on towels; Supersoft conditioner; Deep Action conditioner and shampoo; Sure antiperspirant and roll-on; Trugel; Vitalis; Wella Blondie and streaking kit; Woodwards gripewater; Brut 33; VO5 styling mousse.

Sundries, available August 1-30, comprise:

Thermos Roughneck, picnic bag and cooler bottle; Newtons chiropody sponge; Wisdom toothbrushes;

Unichem sponges, safety soothers, feeding bottle, teats and bottle brushes; Addis hairbrushes; Pur silicone baby products; Sensodyne toothbrushes; Tommee Tippee.

Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.

Parfums Givenchy have renamed their Keryus range (C&D, June 14, 1986) — Xeryus. *Parfums Givenchy Ltd, Old Escher Road, Hersham, Walton-on-Thames, Surrey KT12 4RJ.*

ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	BT TV am	TT Tyne Tees

Amplex:	C,TVS,LWT,TTV,C4
Anadin:	GTV,U,STV,B,G,Y,C,A,HTV,CTV,TSW,TVS,LWT,TTV,TT,C4
Andrews:	G,Y,HTV
Andrew:	All areas
Arret:	G,C,TTV
Autan:	B,T,A,TVS,LWT,TTV
Body Check for men:	GTV,B,G,Y,LWT,TTV
Body Mist:	GTV,U,STV,B,G,Y,A,HTV,CTV,TSW,TT
Calpol six plus:	GTV,STV,B,G,Y,C,A,HTV,CTV,TSW,TVS,LWT,TTV,TT,C4,Bt
Dentu-creme and Dentu-hold:	All areas
Farleys Breakfast Timers:	Bt
Germolin 2:	All areas

Grecian 2000:	C,TSW
Immac Dancer:	STV
Infra-care:	All areas
Jordan toothbrushes:	All areas
Lady Grecian 2000:	C,TSW
Listerine:	All areas
Malibu:	All areas
Murine:	C4
Nurofen:	Y
Odor Eaters:	STV,G,C,A,TVS,TTV,TT
Odor Eaters Trainer Tamers:	GTV,STV,G,C,A,HTV,TTV
Optrex:	All areas
Oxy range:	All areas
Pseudouce:	C4
Setlers:	All areas
Signal toothpaste:	All areas
Simple skin care:	C4(TTV,C,TVS,G,A,HTV)
Simplicity:	All areas
Silkience:	All areas
Super Polygrip:	All areas
Veganin:	G,Y
Vidal Sassoon:	All areas
Vosene:	U,STV,B,G,C,A,TSW,TT,C4
Vosene frequent wash:	GTV,U,STV,B,G,Y,C,A,HTV,CTV,TSW,TVS,LWT,TTV,TT,C4

Marketing drive

Marketing, until now an almost unmentionable topic among German pharmacists, was the main theme of this year's business conference organised by the German Association of Pharmacists in the spa of Baden-Baden.

The conference — the only one in the annual round to concentrate on commercial matters — heard that the overall financial position of most pharmacies remains one of stagnating profits, with one old pharmacy closing for every four new openings.

Pharmacists were urged to devise a marketing concept appropriate to their location and profitability. City pharmacies, reliant to a large extent on passing trade, need eye-catching window displays and a modern, aggressive image of solving acute minor health problems. Premises should be light and airy to encourage impulse purchases.

Shops situated in residential districts were largely dependent on the ability of staff to maintain a regular, loyal clientele, and should orientate their activities towards the particular characteristics of the neighbourhood. And pharmacists in areas with a concentration of surgeries were advised to portray an image of professionalism and concern for drug safety, and offer patient counselling.

A new OTC concept

A novel OTC marketing strategy recently appeared when the young Farmaryn Co, initially in conjunction with a single wholesaler, introduced 12 products which will rely for their sales solely on pharmacists' recommendation.

Rejecting all forms of lay advertising, Farmaryn will pay the pharmacist ten per cent of the cost price as reimbursement for the time spent advising the patient, and will provide a range of informational aids.

The palette of medicines, restricted to monopreparations and available only through pharmacies, consists of modern products of ambroxol, clotrimazole, cromoglycate, paracetamol, tryptophan, xylometazoline, an electrolyte solution and charcoal tablets.

Farmaryn's aim is to translate the call

for pharmacists to become advisers on drugs into a profitable reality in the area of self-medication.

Work myths exploded

Fascinating figures of the hours worked per year in 18 industrialised countries reveal that the Germans, with 1,708 hours, lie right at the bottom of the league.

The list is topped by the Japanese who work 458 hours more — or the equivalent of 57 more working days or eleven, 5 day weeks.

Another surprise was finding the Portuguese in second place, the USA in fourth and Britain 13th, above Italy, France, Belgium, Holland and West Germany.

UK lags behind

The West German Drug Safety authorities, so often accused of lagging behind their UK counterparts, were persuaded of the need for packets of aspirin to carry warnings of the danger of Reye's syndrome in children nearly two years ago.

Recognition at last

Comment from the president of the equivalent of the BMA at its recent conference, when handed an amendment to a resolution: "It is extremely difficult to read this colleague's handwriting — perhaps we need a pharmacist to help".

Dietary changes

Thirty years ago the Germans, with an annual potato consumption of 160 kilos per head, deserved their reputation as spud eaters.

But by 1985, consumption had fallen by 55 per cent alongside a 25 per cent drop in the amount of bread and milk. In their place, meat eating has almost doubled and the intake of vegetables, fruit and eggs has also increased.

Less satisfactory, from a nutritionist's



Norman Kettle plans to spend his new-found leisure helping a friend build a two-seater plane. Norman, left, whose Unichem pharmacy is in Snettisham, Norfolk, receives a retirement present of cut glass crystal from Walthamstow branch manager David Goulding

point of view, are the rises in sugar and fat consumption, both supplying large amounts of calories at a time when much of the heavy manual work has been replaced by less active jobs.

Chernobyl fall-out

Either because of this country's closer proximity to the scene of the Chernobyl disaster, or the fact that West Germany decided in the 70s get 40 per cent of her energy from nuclear power by the 1990s, the repercussions of the Soviet accident were even greater here than in Britain.

Official statements were confusing, and there was widespread disagreement among experts. Pharmacists were faced with a large public demand for potassium iodide tablets, and with the lack of rapid and up-to-date information as to their unwarranted use and possibly harmful consequences in the current situation. How many pharmacists remembered, or had kept advice on the administration of KI after nuclear accidents, published in the DAZ five years ago? Some wholesalers reported stocks had run out.

Concern is still so great that the Government Health Authorities have just published a free information leaflet answering 21 of the commonest questions raised by the public.

These reports come from a correspondent with acknowledgements to the German pharmaceutical Press: *Deutsche Apotheker Zeitung* and *Pharmazeutische Zeitung*.

Dispensing rough justice

It is indeed a strange world! Alan Nathan was elected to Council after an appearance in *Professional Eye*. Mr Charles Flynn, having helped delay the new contract by vigorous propaganda for two years — and therefore being responsible for hundreds of contractors being leapfrogged — now stands against leapfrogging! Whether these new contractors were "necessary or desirable" could have been argued under the new contract proposals. In just a year a decade's work by leapfroggers has been legitimised, while the leapfrogged will be lucky to retire with the paltry redundancy payment.

The British Medical Association Conference resolution that all doctors should dispense was intellectually indefensible and will do nothing for inter-professional co-operation. Perhaps pharmacists at their conference will pass a resolution for all patients' records to be carried personally on a plastic card — this card to be inserted in a computer printer in the pharmacy of the patient's choice which will print the repeat prescription. This would prevent forgeries and mistakes by unqualified staff at surgeries and release doctors for hospital service to enable hospital waiting lists to be cut.
R.N. Thomas
Holyhead

New deal, no thanks

The delays and quibbles before and since the proposed new contract deal was mooted confirm my original view that pharmacy should not be a party to it. Events show that no government is likely to give pharmacy the place we feel it merits. And we for our part must realise that professionals and others receive, in the end, the prestige they deserve, not necessarily what they demand.

The proposed contract is, I believe, potentially harmful to our profession and the public alike. It will create a bureaucratic nonsense, with more committees devoting time and energy to a process contributing nothing to the health of the patient. The latter is rarely mentioned in discussions.

The proposals are a discouragement to the efficient and ambitious, especially to students and the newly qualified. Competition can have, I accept, its evils,

but I suggest these are not so obnoxious as those inherent in the creeping bureaucracy entering our lives.

Pharmacy lacks the only argument that governments bow to. We lack power. Even if our conscience permitted us to engage in strike action, which we have never done, we would not, in my view, be able to muster full support within the profession, and the doctors and others would almost certainly do all they could to alleviate the sufferings of the public.

The radical long-term solution to the bulk of our problems is one I submitted to Nuffield. My suggestion is that the training and qualification of pharmacist and doctor should be combined at general practice level. It is wasteful and illogical that pharmacists not qualified in diagnosis should increasingly encroach on the doctor's preserve, while doctors make inroads into dispensing.

Good sense demands that diagnosis, prescribing, dispensing, be united and carried out in one place. The public would benefit, while the differences between the medical and pharmaceutical professions would be removed. The unhappy position with forged prescriptions, rural dispensing and other problems, would be solved in a simple way. I propose a merger only at general practice level.

Would any reader who is ready to consider in more detail my opinions and to read my submission to Nuffield, please send a stamped addressed envelope to me at 6 Attree Drive, Queen's Park, Brighton BN2 2HN. Freedom is precious, and indirect attacks upon it the most dangerous. We must act while there is still time.

Eric Jensen
Brighton

Heard it all!

So now I've heard everything. While I would congratulate Mr Alan Nathan on his maiden speech in Council, I find his second attempt highly distasteful.

Those of us who gave him a preference vote (and I was one) gave it, I am sure, to help him fight on behalf of the small pharmacist. All that the community pharmacist needs is to be assisted out of the clutches of Mr Ebenezer Scrooge.

It does not require Mr Nathan to go round with the begging bowl. Community pharmacy needs no defence — it has given of its all for more than a generation now in public unstinted devotion. Community small pharmacies, Mr Nathan, need justice not charity. Don't condone and excuse the contract — fight it.

Edwin C. Evens
Upminster

Skin sensitisers in steroids

Manufacturers of topical steroids should be required to disclose the presence of potential sensitising agents in their products, says the latest *Drug and Therapeutics Bulletin*, published by the Consumers' Association.

The information should be provided in data sheets, the British National Formulary and *MIMS*, as well as on the product package. Allergic sensitivity can result from many ingredients in topical preparations and is especially easily missed in patients using topical corticosteroids because these suppress the reaction, the *Bulletin* says.

Substances in topical corticosteroids most likely to sensitise are lanolin and related substances, cetyl alcohol, stearyl alcohol, chlorocresol, fragrances, neomycin, framycetin, gentamicin, and clioquinol. Less frequently responsible are benzyl alcohol, butylated hydroxyanisole, butylated hydroxytoluene, parabens, polysorbate 60, propylene glycol, sorbic acid, chlorquinaldol and fusidic acid (in patients with stasis eczema or ulcer). Other ingredients which sensitise rarely are beeswax, EDTA, isopropyl palmitate, nystatin and imidazoles.

Investigations up

There was a marked increase in pharmaceutical service cases in England last year.

The total was 144, of which 115 were found to breach the terms of service. Remuneration was withheld in 32 cases and in 18 it came to £250 or more — in 1984, 70 of 89 cases were found to be in breach.

According to a Department of Health report published last week, 1,286 general medical, 651 general dental and 42 ophthalmic cases were investigated — all up on 1984.

The report also lists the therapeutic categories of medicines dispensed. In 1984 the most popular class was preparations acting on the nervous system — 68,030,000 of the total 320,543,000 prescriptions dispensed.

The percentage of non-proprietary preparations increased slightly to 17.4 per cent in 1984. Dressings, appliances and hoisery accounted for 2.5 per cent (2.4 per cent in 1983). *Health and Personal Social Services Statistics for England 1986* (HMSO £8.30).

Chemist & Druggist 2 August 1986

OTC market stays under pharmacy influence

With the Government's limited list nearly 18 months old, Mintel's latest special report, on "over the counter pharmaceuticals", examines the effects on manufacturers and retailers. The report also looks at consumer attitudes and how they may influence future demand for OTC products. Three out of four consumers think pharmacists are as good as doctors when it comes to prescribing medicines for most minor complaints.

A look at influences on the consumer for choosing a particular product shows that past experience was the main criterion, although pharmacists played an important role according to 20 per cent of those questioned. In general it appears the pharmacist, while never being more important than past experience in any category, was the second most important influence on product selection for coughs and sore throats, constipation, nasal congestion, skin problems, and stomach upsets.

The GPs influence on OTC markets is not strong and is clearly less important than the pharmacists, Mintel conclude. And research by BMRB shows the great majority of people believed in treating minor complaints by purchasing OTC remedies, although children were more likely to be taken to the GP.

Nearly three out of four respondents agreed with the statement: "I think pharmacists are as good as doctors when prescribing medicines for most minor ailments." The majority believes in the high integrity of pharmacists and 72 per cent did not believe pharmacists would advise buying an expensive medicine when a cheaper one would be as good.

Further consumer research (in April '85) showed that nearly 60 per cent of respondents did not agree that increased prescription charges meant they tended to buy OTC medicines rather than visit GP.

The NHS remains the principal market for the pharmaceutical industry, taking nearly half of the gross output. Household medicines account for 11 per cent.

The report gives extensive background to the OTC market in both manufacturing and retailing areas, and also covers trends in NHS dispensing. In spite of the sharp increase in prescription charges (offset to some extent by various exemptions from payment) there has been a steady rise in

scripts averaging 2 per cent a year since 1975.

OTC sales were relatively static in real terms up to 1984, the report says. However, sales to the end of August 1985 were up 8.4 per cent on the same period in 1984; NHS 1985 total sales were marginally higher.

The figure is far too small an increase to be considered indicative of a major OTC expansion due to delisting.

Turning to the various market segments affected by the limited list, Mintel puts analgesics as the largest sector, growing at between 14-15 per cent a year. However, cough remedies are argued to be the sector most affected by delisting. While the Proprietary Association puts its growth in 1985 up 18 per cent some sources say it is as high as 30 per cent.

Vitamins, another market affected by the limited list, showed an increase of 11.3 per cent in 1985 over 1984, compared to growth of around 6.5 per cent, in line with inflation, for previous years. Delisting does not appear to have affected the indigestion remedies market. Many of the brands are advertised and have been available at low cost as OTC products for years, the report says.

Laxatives, a static market between 1981-84, jumped 20 per cent in 1985 to £12m, although some feel this may be a low estimate, according to Mintel.

The chemist trade is seen by 95 per cent as the place to buy OTC medicines. Independent pharmacies accounted for 45 per cent of outlets for the purchase of OTCs. Respondents who tend to use Boots were in the higher social groups.

The impact of the limited list on chemist's prescription business has still to be seen, say Mintel. But only four out of 19 respondents in a PAGB survey have noticed a decrease in OTC business. Only seven PAGB companies, all large, have modified their marketing strategy as a result of delisting. The main thrust is to advertise more directly to the public, and to market previously prescribed products as OTC lines. This is particularly obvious with cough mixtures, where advertising expenditure was up more than 49 per cent in 1985 on the previous year.

Mintel special report "OTC pharmaceuticals" £450 (introductory price of £382.50 if ordered before August 18) Mintel Publication Ltd, KAE House, 7 Arundel Street, London WC2R 3DR (tel 01-836 1814).

More protection from wage cuts

Retail workers are to have special protection against wage deductions arising from cash shortages or stock deficiencies.

On January 1, 1987 the relevant provisions of the 1986 Wages Act, which received Royal Assent on July 25, will take effect. The workers covered are broadly those engaged in the sale or supply of goods or services to the public, fellow workers or other individuals.

Stoppages for cash shortages or stock deficiencies will be limited to no more than 10 per cent of each wage payment. The first deduction must be made within 12 months of discovering the shortage or, if earlier, the date when it ought reasonably to have been established.

And similar protections will apply to payments which a worker makes to his employer. Workers will also have new rights to go to industrial tribunals about unlawful deductions.

A section of the Act which took immediate effect on July 25 provided that people under 21 are no longer covered by wages orders — but they keep their rights to paid holidays earned by their service up to that date. So it is now lawful for employers to take on more young people at rates of pay acceptable to both of them, without being subject to Wages Council orders.

From August 1, where workers are made redundant, employers with ten or more staff will not be able to claim a rebate from the Government. Workers' legal rights to redundancy payments from employers are unchanged.

Accounts made simple

Tens of thousands more small companies will be able to file simplified annual accounts, under new Government legislation.

Mr Paul Channon, the Trade and Industry Secretary, told the Commons last week that the official definition of a small company would be enlarged. This would mean that more enterprises could file modified accounts with Company Registration Offices.

Dunbee Ltd Consumer Products Division has moved to Slington House, Raukine Road, Daneshill Industrial Estate, Basingstoke RG24 0PH (tel 0256 64902).

NPA calls for YTS package

A distance learning package specifically for pharmacists who offer Youth Training Scheme places, is being called for by the National Pharmaceutical Association.

The NPA put forward its request at a recent conference for YTS managing agents organised by the Manpower Services Commission. Until now guidance for YTS supervisors (pharmacists) has been restricted to the administrative side. Free training courses are available at local MSC centres but most pharmacists find these difficult to attend during the week, says NPA assistant training officer Margaret Limond.

The proposed package would be developed by the NPA training department and an Manpower Services Commission training centre and cover areas such as the motivation of young people, problems commonly encountered and how assessment reviews should be completed.

ICI out to buy as profits fall

ICI have brought in disappointing interim results, but their pharmaceuticals division saw profits go up 7 per cent to £134m.

The company's overall pre-tax profits fell £63m from 1985's first six months, to £472m, on turnover of £5 billion — down from £5.6 billion.

A spokesman for ICI said the results had come as no surprise and were "in line with what the City expected." Problems with agrochemicals and oil products profit contributions were due more to a general decline in the agrochemical market and low oil prices than to a shift away from these sectors on behalf of the company, he said, and maintained that both areas were growing.

ICI will be looking to expand their "effects" chemicals business — which includes pharmaceuticals — the spokesman said: "We are very interested in growth by acquisition."

He would not comment on any major targets but said the acquisition team were active all the time.

Boots have bought 22.5 per cent of the shares in Boots-Celltech Diagnostics, New Jersey, for \$5 million.



Ian Mullen, chairman of the Pharmaceutical General Council in Scotland (right) works through a sample order with Brian Herron, manager of Unichem's Livingston branch, on a recent visit there. He was shown how orders are processed and despatched to the branch's 400 members

Safeway to fight with buy-out

Safeway have opted for a management buy-out, to fight the hostile takeover bid from US retailers Dart.

Faced with a \$64-a-share bid and the possible selling-off of their UK business, Safeway have turned to Kohlberg, Kravis, Roberts, a firm which helps managements buy out their companies. Their new subsidiary SSI Holdings will put in a tender offer of \$69-a-share for up to 45 million of Safeway's 61 million shares. Then the subsidiary will merge with Safeway, and some of Safeway's management will hold a stake of up to 10 per cent in SSI.

Safeway have over 100 stores in the UK — and 28 have in-store pharmacies.

Booker's interest in France

Booker have bought up 38 per cent of health food chain La Vie Claire, with an option to buy majority control by 1990.

La Vie Claire — who belong to the French Bernard Tapie group — operate about 200, mostly franchised, shops throughout France, and have over 100 product sections in hypermarkets and supermarkets. They also have some 50 retail franchise outlets outside France.

Other businesses within La Vie Claire include L'Herbier de Provence, a retail chain specialising in plant-based cosmetics, toiletries and food products, and IFAS, who make natural cosmetics and herbal products.

Chemists' weapons in sanpro battle

Chemists are getting more business from the sanpro market by taking advantage of their 'unique personal advisory role,' says a new Smith & Nephew report.

But they may have a fight on their hands. The 43.7 per cent of distribution attributed to chemists in the survey — which values the sanpro market at £126m this year — is shared between independents, drug stores and Boots. And the share taken up by the various different grocery categories adds up to 48.7 per cent. This is divided between major multiples (22.6 per cent), other multiples (14.9 per cent) and cash & carry and independent grocers (11.2 per cent). But despite continued growth for major grocery chain distribution, the community pharmacist has a role which multiples cannot meet, Smith & Nephew believe.

Looking at the sanpro market's different sectors S&N note a flurry of activity in the towel sector, bringing more new products and consumer choice. Towels have been pushed up in volume by 15 per cent since 1980, and were worth £68.5m by the end of 1985. Last year alone saw the press-ons market grow by 10 per cent, making up 68 per cent of this sector.

The report also mentions the change in advertising rules for sanpro products, putting the acceptance of trial television commercials down to "a more liberal climate coupled with a desire for direct, practical education". Higher spends and more aggressive competition in this area will bring more volume growth, the company predicts, along with more demand for different products.

Benefits Bill in

The Social Security Bill received Royal Assent last week.

The main changes brought in by the new Act include everyone having the right to choose a personal pension instead of staying in Serps or an employer's scheme; supplementary benefit will be replaced by income support — a basic allowance plus premiums for particular groups of people; and family income supplement for low income working families will be replaced by family credit paid to mothers.

All three of the main income-related benefits will for the first time be assessed on the same basis — net income.

COMING EVENTS

W. Midlands and Oxford courses

The 1986-87 programme for continuing education courses in the West Midlands and Oxford regions have now been finalised. Full details from Miss Alison Morley, Continuing Education Courses Organiser, Department of Pharmaceutical Sciences, Aston University, Birmingham B4 7ET.

West Midlands region

Ostomy care/surgical dressings and hosiery.

October 9, 3-9 pm at the post-graduate centre, Medical Institute, Royal Shrewsbury Hospital. Buffet supper £3.50.

Nutrition — what advice can the community pharmacist give? Five evening meetings on October 14, 28; November 11, 25; December 9, 7.30 pm at the post-graduate medical centre, Queen Elizabeth Hospital, Birmingham.

Contact lenscare/eye infections. March 19 1987, 7pm at the post-graduate medical centre, Good Hope Hospital, Sutton Coldfield.

Blood disorders. five evening meetings on November 6, 13, 19, 27; December 4, 7.30 pm, at North Staffs Medical Institute, Hartshill Road, Stoke-on-Trent.

Health education and the pharmacist. five evening meetings on October 2, 9, 16, 23, 30, 7.30 pm at South

Staffs Medical centre, New Cross Hospital, Wolverhampton.

Paediatrics. five evening meetings, October 21, 28; November 11, 18, 25, 7.30 pm, post-graduate lecture theatre, Walsgrave Hospital, Coventry.

Pain and analgesics. three meetings on October 9, 23; November 6 7.30 pm at the post-graduate centre, County Hospital, Hereford.

Counter-prescribing. five meetings on January 27; February 10, 24; March 10, 24; 7.30 pm at post-graduate centre, District General Hospital, Woodrow Drive, Redditch.

ENT and eye problems. five meetings on February 12, 19, 26; March 5, 12 at 7.30 pm at Swinfen Broun Suite, Civic Hall, Lichfield.

Rheumatology and Surgical dressings and appliances. Part 1, Rheumatology: September 30; October 7, 14. Part 2, Surgical dressings and appliances; November 4, 11, 18, 8 pm at Medical Services centre, Corbett Hospital, Stourbridge.

Oxford region

Pharmaceutical preparations. Five study days, October 8; November 19; January 14; February 11; March 11, 3-9 pm at The Academic Centre, John Radcliffe Hospital, Headington, Oxford.

Cardio-pulmonary resuscitation. two-hour course for pharmacists to coincide with the national "Save a life" campaign. Each course is for six people only and it is essential to book in advance. First and third Tuesdays in October, November, December, 7.30 pm at the Seminar Room, postgraduate centre, John Radcliffe Hospital, Oxford. Applications to: Mr Ian Simpson, Oxford 817452.

Update on aspects of pharmacy practice. four meetings on February 10, 24; March 10, 24, 8 pm. Session 1 at Academic Buildings, John Radcliffe Hospital, Oxford and sessions 2-4 at lecture theatre, postgraduate centre, John Radcliffe Hospital, Oxford.

Cancer and its treatment. three meetings on October 27; November 11, 26, 8 pm at the board room, Northampton General Hospital, Northampton.

Drugs and Disease. five evening meetings on February 19, 26; March 5, 12, 19, 8 pm at postgraduate medical centre, King Edward VII Hospital, Windsor.

Common Skin Disorders. one Sunday in October, further details to be announced. At the postgraduate centre lecture room, Royal Berkshire Hospital, Reading.

Advance information

Royal Society of Health. talks planned for Autumn include:

A domiciliary clinical pharmacy service. speaker Mrs D. K. Roberts, MPS, winner of the 1985 May & Baker/UK Clinical Pharmacy Association award for research on this topic, on October 15 at 7pm (for venue see below).

Aspects of over the counter medicines. speaker Miss Alison Morley, MPS continuing education courses organiser at Aston University on November 20 at 7pm. Both talks to be held at Westminster Cathedral Conference Centre, Victoria Street, Morpeth Terrace, London SW1. Admission by ticket only, £4 to non-RSH members.

Applications to Conference department, Royal Society of Health, RSH House, 38A St Georges Drive, London SW1.

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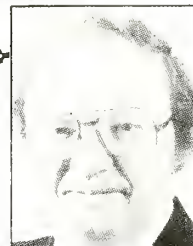
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Peter's blindspot

Cupal representative Peter Blanchard demonstrates his latest invention, the Blanchard Blindspot Mirror, designed to remove the blindspot between car door and mirror.

The device was launched by Eversure two years ago, but they were closed down and Mr Blanchard has had difficulty finding another British firm to take it up.



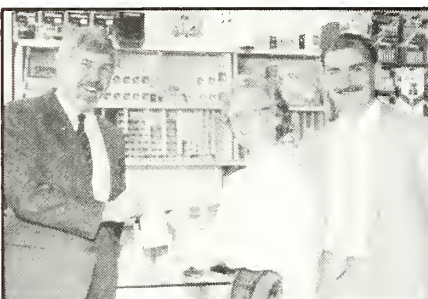
Three Hong Kong companies have shown interest, but Mr Blanchard is currently pinning his hopes on a Birmingham firm. He should have plenty to occupy him while he awaits their decision — despite being over 65, he still calls on pharmacies for Cupal, and invents...



Golfing chemists took time off to wield their no 9s at the Care Laboratories — sponsored Avlon Trophy. The competition, held at Royal Birkdale, Southport, involved 30 pharmacists from the North West. Liverpool pharmacist Peter Robinson of Burroughs & Close Pharmacy (left) was the winner, and David Nelson, managing director of Care Laboratories, is pictured presenting him with the Avlon Trophy.



David Muir from Girvan easily won the Scottish regional final of the Numark chemist national golf tournament for the Rennie Trophy. He is pictured fourth left with (left to right) pharmacists Gordon Maclean from Glasgow, Ewen Jenkin from Dundee, Bobbie Williams from East Kilbride (3rd), Ian Sinclair from Edinburgh (2nd), Numark buyer at John Hamilton Pharmaceuticals, Alane Ker, pharmacist Callan Sinclair from Forres, Nicholas' Ken White, pharmacists Raymond Fitzgerald from Irvine and Frazer Hamilton from Glasgow, and Numark director Douglas Low.



Winner of a £750 holiday voucher in the Haymine display competition is chemist's assistant Mrs Alfreda Cordiner of the Charles Michie Pharmacy, Aberdeen. She received her prize from Chemists Brokers regional manager Mr Mike Shearing, and Scottish rep Mr Hugh McNulty (right).

New MD for Ciba

The new managing director of Ciba-Geigy Pharmaceuticals has been named as Dr Jim Stewart.

Dr Stewart, currently managing director of the pigments division, will succeed officially on February 1, 1987. Dr Jeffrey Fryer, who has been managing director since 1977, reaches retirement age in March 1987.

Glaxo imports

Glaxo have brought two executives from overseas onto the company board.

Dr Mario Fertonani, president of Glaxo in Italy, and Mr Joseph Ruvane, president of the US arm, are the first executive board members to work from

outside the UK.

Dr Fertonani will take on responsibility for the Middle East, North and East Africa and Eastern Europe; and Mr Ruvane will run the Central and South American businesses.

Paul Girolami, chairman of Glaxo Holdings, said the appointments confirmed the company's increasing shift towards an international bias, "not only in terms of our markets, but also in outlook".

DHSS Chief scientists: Professor Francis O'Grady, professor of microbiology at the University of Nottingham, has been appointed as chief scientist at the Department of Health and Social Security. The appointment, which is part-time, will take effect from September 1.

The Retail Consortium: Mr John Salisse, CBE, is appointed chairman. He succeeds Mr Peter Firmston-Williams OBE, who retires after two years in office. Mr Salisse is chairman of the CBI/FT Distributive Trades Survey Panel. He has been a member of the main Board of Marks and Spencer plc.

Lewis Woolf Griptight Ltd: Mr Lenard J. Lane is the new southern area sales manager. Mr Lane was previously with Johnsons Wax for 23 years.

Moulinex: Barry Willmore becomes sales director. He was previously national field sales manager for Toshiba.

Shulton (GB) Ltd: Ian Buchanan has been appointed strategic business unit manager, toiletries division, with responsibility for the marketing of toiletry products within the Insignia and Old Spice.

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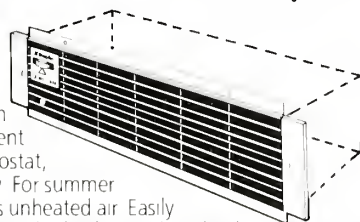
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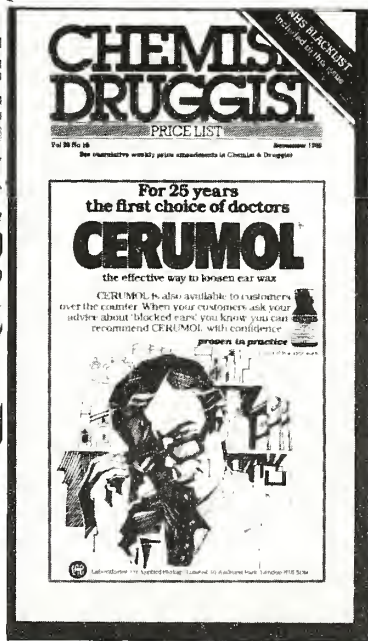
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